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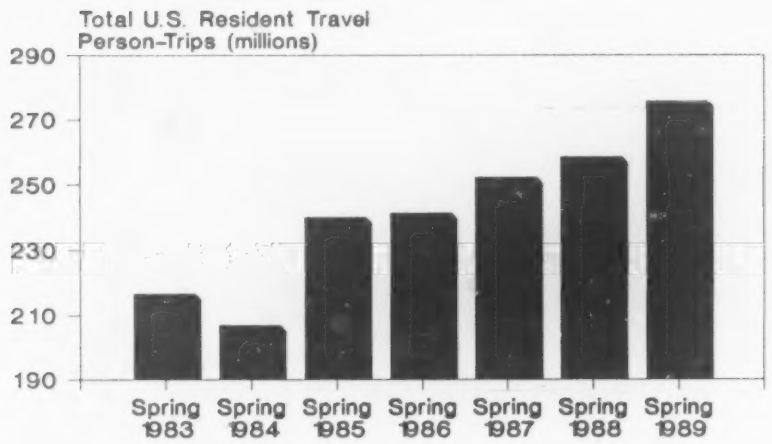
US Travel Data Center

Executive Briefing
A National Travel Survey Summary

SPRING 1989



SPRING 1989 TRAVEL SUMMARY

- A record number of person-trips were taken this spring, 276 million, triggering a seven percent increase over last spring and a 27% percent increase over spring 1983. The total number of trips totaled 146 million which was fairly stable when compared with last spring. However, the number of trips have increased significantly since spring 1983 (29%).

- Larger travel party sizes were noted this spring in every travel category which accounts for the increase in person-trips as opposed to trips.

(Continued)

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SPRING 1989 TRAVEL SUMMARY
(Continued)

- The Southeast was the most popular destination, with 87.5 million person-trips this spring, a 30% percent increase over the previous spring.

- Auto/truck/rv travel increased 10% over last spring as 216 million travellers took to the road. Air travel, on the other hand, dropped one percent from last spring. Other travel categories posted increases for the season.

- Of the 56 million business person-trips, 22% were also taken for pleasure purposes while only six percent of the 203 million pleasure person-trips were also taken for business reasons.

- A considerable number of business person-trips were spent in a hotel/motel (69%). In comparison, pleasure person-trips tended to be spent in either the home of a friend/relative or a hotel/motel (43% and 38%, respectively).

- Average round-trip distances remained fairly stable this spring. The overall average duration of trips decreased as did most of the duration categories.

- Business/convention person-trips rose 70% between spring 1983 and spring 1989, the only category with an increase over 50%. All other categories experienced increases in the range of 23% to 49%.

- Economic growth, in terms of real GNP, slowed to three percent from five percent last spring. Consequently, payroll employment and disposable income grew at a slower pace than the previous spring.

- The consumer price index, a measure of inflation, rose over five percent from last spring. Not surprisingly then, travel prices increased considerably this spring. The greatest surge occurred in the price of motor fuel (up 13.5%).

CURRENT SEASON COMPARED TO YEAR-EARLIER SEASON

U.S. RESIDENT TRAVEL VOLUMES: SPRING 1988 AND 1989

	TRIPS (MILLIONS)			PERSON-TRIPS (MILLIONS)			TRAVEL PARTY SIZE (PEOPLE)	
	SPRING 1988	SPRING 1989	% CHG	SPRING 1988	SPRING 1989	% CHG	SPRING 1988	SPRING 1989
TYPE OF TRAVEL								
TOTAL	146.4	146.1	-0.2%	258.5	275.7	6.7%	1.77	1.89
VACATION	80.0	82.8	3.5	157.7	170.1	7.9	1.97	2.05
PLEASURE	97.9	99.8	1.9	186.2	203.1	9.1	1.90	2.04
BUSINESS/CONVENTION	39.4	40.0	1.5	53.4	55.6	4.1	1.36	1.39
WEEKEND	65.1	68.9	5.8	130.4	141.1	8.2	2.00	2.05
AUTO/TRUCK/RV	104.2	109.8	5.4	197.0	216.1	9.7	1.89	1.97
AIR	35.1	30.3	-13.7	51.7	51.3	-0.8	1.47	1.69
HOTEL/MOTEL	69.6	67.8	-2.6	118.3	119.8	1.3	1.70	1.77
AGE*								
18-34	67.0	56.7	-15.4%	94.6	82.4	-12.9%	1.41	1.45
35-54	51.1	53.9	5.5	77.6	90.1	16.1	1.52	1.67
55+	28.3	35.4	25.1	47.6	58.7	23.3	1.68	1.66
FAMILY INCOME*								
UNDER $20,000	34.4	41.4	20.3%	61.8	69.3	12.1%	1.80	1.67
$20,000-$40,000	59.7	48.9	-18.1	107.2	97.5	-9.0	1.80	1.99
OVER $40,000	52.3	55.8	6.7	89.5	108.9	21.7	1.71	1.95
CENSUS REGION OF DESTINATION								
NORTHEAST	20.6	20.8	1.0%	32.8	39.5	20.4%	1.59	1.90
SOUTHEAST	36.7	43.9	19.6	67.1	87.5	30.4	1.83	1.99
GREAT LAKES	19.7	17.8	-9.6	35.9	28.2	-21.4	1.82	1.58
MIDWEST	28.3	23.2	-18.0	50.8	42.7	-15.9	1.80	1.84
WEST	32.7	34.1	4.3	59.4	66.2	11.4	1.82	1.94

*Adjusted for non-response.

Note: 1) On a trip basis, the age reported is the age of each adult respondent taking a trip. On a person-trip basis, the age reported is the age of each adult household member on a trip. Person-trips taken by household members under age 18 are not shown.
2) Destination figures do not include travel outside the U.S.

Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SPRING 1989 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.1	99.8	40.0	275.7	203.1	55.6
WEEKEND TRIP	47%	54%	29%	51%	56%	35%
VACATION TRIP	57	75	14	62	76	18
PRIMARY PURPOSE OF TRIP						
PLEASURE (ANY)	68%	100%	20%	74%	100%	22%
VISIT FRIENDS OR RELATIVES	35	51	5	39	52	5
OUTDOOR RECREATION	11	16	5	12	16	5
ENTERTAINMENT	23	34	12	24	33	13
BUSINESS (ANY)	27	8	100	20	6	100
CONVENTION, ETC.	6	1	20	4	1	22
OTHER BUSINESS	22	7	80	16	5	78
OTHER	9	*	*	10	*	*
PRIMARY MODE OF TRANSPORTATION						
AUTO, TRUCK, RV (INCLUDES RENTAL CAR)	75%	78%	60%	78%	80%	62%
RENTAL CAR	2	2	5	2	2	4
AIRPLANE	21	18	36	19	17	35
BUS	2	2	2	1	2	2
TRAIN	1	1	*	1	1	*
OTHER	1	1	2	1	1	1
HOUSEHOLD MEMBERS ON TRIP						
ONE	51%	45%	73%	28%	23%	53%
TWO	28	30	19	29	30	27
THREE	9	10	5	15	15	11
FOUR	7	9	2	16	18	5
FIVE	3	4	*	8	9	1
SIX OR MORE	1	2	1	5	6	3
TRIP DURATION						
NO NIGHTS	13%	11	17%	12%	9%	14%
1 NIGHT	17	15	19	16	15	19
2 OR 3 NIGHTS	37	39	36	39	41	36
4 TO 9 NIGHTS	27	28	23	27	29	24
10 NIGHTS OR MORE	5	6	4	6	6	6
AVERAGE DURATION (INCL. 0)	3.3	3.6	2.9	3.4	3.6	3.1

*Less than 0.5 percent.
Note: Primary purpose of trip may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON TRAVEL CHARACTERISTICS

SPRING 1989 TRAVEL CHARACTERISTICS

	TRIPS			PERSON-TRIPS		
	TOTAL	PLEASURE	BUSINESS	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.1	99.8	40.0	275.7	203.1	55.6
TRAVEL PARTY STRUCTURE						
PARTIES WITHOUT CHILDREN	83%	79%	95%	65%	59%	86%
ONE ADULT	51	45	73	28	23	53
TWO ADULTS	25	28	18	27	28	26
THREE OR MORE ADULTS	6	6	3	11	9	7
PARTIES WITH CHILDREN	17%	21%	5%	35	41	14
ONE ADULT	4	5	1	7	8	2
TWO ADULTS	9	12	2	18	22	6
THREE OR MORE ADULTS	4	5	2	11	11	6
TYPES OF LODGING USED						
FRIENDS, RELATIVES HOME	33%	41%	12%	37%	43%	15%
HOTEL OR MOTEL	46	39	70	43	35	69
RENTED CABIN OR CONDOMINIUM	*	*	*	*	*	*
OWNED CABIN OR CONDOMINIUM	2	2	1	3	3	1
CAMPER, TRAILER, OR RV	3	3	1	3	4	1
OTHER	5	6	1	5	7	2
NO OVERNIGHT STAY	13	11	17	12	9	14
CENSUS REGION OF ORIGIN						
NORTHEAST	19%	18%	19%	19%	19%	18%
SOUTHEAST	25	26	25	24	25	26
GREAT LAKES	16	15	18	15	15	16
MIDWEST	18	19	17	20	20	18
WEST	22	22	22	22	22	22
CENSUS REGION OF DESTINATION						
NORTHEAST	14%	13%	13%	14%	13%	12%
SOUTHEAST	30	32	28	32	34	31
GREAT LAKES	12	10	16	10	9	14
MIDWEST	16	15	17	16	15	16
WEST	23	25	22	24	25	23

*Less than 0.5 percent.
Note: Lodging type may add to more than 100 percent due to multiple answers.
Source: US Travel Data Center's National Travel Survey

CURRENT SEASON DEMOGRAPHIC CHARACTERISTICS

SPRING 1989 DEMOGRAPHICS

	PROJECTED TO TRIPS		
	TOTAL	PLEASURE	BUSINESS
BASE (MILLIONS)	146.1	99.8	40.0
MARITAL STATUS			
MARRIED	57%	55%	65%
NOT MARRIED	43	45	35
SEX			
MALE	54%	48%	76%
FEMALE	46	52	24
AGE*			
18 - 24	12%	15%	6%
25 - 34	27	26	31
35 - 44	21	19	28
45 - 54	16	15	19
55 AND OVER	25	25	15
AVERAGE	41	41	39
EDUCATION			
HIGH SCHOOL OR LESS	50%	54%	36%
COLLEGE INCOMPLETE	19	19	20
COLLEGE COMPLETE	21	18	29
GRADUATE WORK	10	9	15
OCCUPATION			
PROFESSIONAL/MANAGERIAL	14%	11%	24%
OTHER WHITE COLLAR	42	40	50
BLUE COLLAR	14	15	16
RETIRED	13	16	3
OTHER	16	18	7
FAMILY INCOME*			
LESS THAN $20,000	28%	31%	13%
$20,000 - $29,999	18	21	14
$30,000 - $39,999	16	16	16
$40,000 - $49,999	14	13	16
$50,000 OR MORE	24	18	41

*Adjusted for non-response.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP CHARACTERISTICS BY SEASON OF TRAVEL

	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989
AVERAGE ROUND-TRIP DISTANCE (MILES)					
TOTAL	970	950	960	900	960
VACATION	980	970	950	950	1,020
PLEASURE	970	970	940	880	960
BUSINESS/CONVENTION	1,180	1,040	1,040	1,120	1,220
WEEKEND	810	750	810	660	840
AUTO/TRUCK/RV	730	730	730	610	710
AIR	2,050	2,050	1,990	2,150	2,030
HOTEL/MOTEL	1,070	1,060	1,130	960	1,120
AVERAGE DURATION INCLUDING 0 (NIGHTS)					
TOTAL	3.8	5.0	3.9	4.1	3.4
VACATION	4.4	5.6	4.4	4.8	3.9
PLEASURE	4.0	5.3	4.2	4.5	3.6
BUSINESS/CONVENTION	3.3	4.1	2.8	3.1	3.1
WEEKEND	2.6	2.8	2.6	2.6	2.7
AUTO/TRUCK/RV	3.5	4.5	3.6	3.6	3.2
AIR	5.3	7.2	4.6	5.8	4.4
HOTEL					
SPENT AT LEAST ONE NIGHT IN HOTEL	4.3	5.3	4.3	4.2	3.8
NIGHTS SPENT IN HOTEL ONLY	3.3	3.6	3.8	3.5	3.1
PERSON-NIGHTS (MILLIONS)					
TOTAL	985	2,085	1,182	970	929
VACATION	702	1,742	862	766	663
PLEASURE	743	1,708	951	788	703
BUSINESS/CONVENTION	177	210	178	122	169
WEEKEND	341	509	360	287	379
AUTO/TRUCK/RV	682	1,487	833	655	684
AIR	272	532	284	281	225
HOTEL	312	482	323	203	259

Note: 1) Average round-trip distance, average duration and person-nights are calculated for person-trips, except for the hotel category which is based on trips.

2) The methodology for screening and reporting average durations was revised in May 1989. As as result, 1989 data, beginning with the spring executive briefing, are not comparable with those of previous years. Adjustments in historical data will be made once changes in the methodology are completed.

Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

TRIP VOLUMES BY SEASON OF TRAVEL

TRIPS (MILLIONS)	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989	PERCENT CHANGE FROM PREVIOUS SPRING
TYPE OF TRIP						
TOTAL	146.4	208.7	168.8	135.0	146.1	-0.2%
VACATION	80.0	140.7	102.0	82.1	82.8	3.5
PLEASURE	97.9	154.3	115.5	91.7	99.8	1.9
BUSINESS/CONVENTION	39.4	39.8	42.5	31.5	40.0	1.5
WEEKEND	65.1	83.0	71.4	55.9	68.9	5.8
AUTO/TRUCK/RV	104.2	156.5	120.7	96.5	109.8	5.4
AIR	35.1	43.4	39.1	34.3	30.3	-13.7
HOTEL/MOTEL	69.6	95.4	75.6	50.8	67.8	-2.6
AGE*						
18-34	67.0	82.1	59.2	58.8	56.7	-15.4%
35-54	51.1	83.3	68.1	47.9	53.9	5.5
55+	28.3	43.3	41.5	28.3	35.4	25.1
FAMILY INCOME*						
UNDER $20,000	34.4	44.2	33.7	33.7	41.4	20.3%
$20,000-$40,000	59.7	90.7	71.0	47.6	48.9	-18.1
OVER $40,000	52.3	73.8	64.1	53.7	55.8	6.7
CENSUS REGION OF DESTINATION						
NORTHEAST	20.6	31.5	24.1	20.3	20.8	1.0%
SOUTHEAST	36.7	48.3	42.7	30.5	43.9	19.6
GREAT LAKES	19.7	27.3	22.9	14.0	17.8	-9.6
MIDWEST	28.3	40.0	29.3	28.3	23.2	-18.0
WEST	32.7	49.0	37.3	34.4	34.1	4.3

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1988-89 SEASONAL TRAVEL TRENDS

PERSON-TRIP VOLUMES BY SEASON OF TRAVEL

PERSON-TRIPS (MILLIONS)	SPRING 1988	SUMMER 1988	AUTUMN 1988	WINTER 1988-89	SPRING 1989	PERCENT CHANGE FROM PREVIOUS SPRING
TYPE OF TRIP						
TOTAL	258.5	428.0	308.2	246.2	275.7	6.7%
VACATION	157.7	321.0	201.7	163.3	170.1	7.9
PLEASURE	186.2	338.6	228.2	180.0	203.1	9.1
BUSINESS/CONVENTION	53.4	54.5	62.5	41.7	55.6	4.1
WEEKEND	130.4	184.1	139.8	108.9	141.1	8.2
AUTO/TRUCK/RV	197.0	340.2	234.2	189.5	216.1	9.7
AIR	51.7	76.0	60.0	50.3	51.3	-0.8
HOTEL/MOTEL	118.3	188.0	137.6	94.2	119.8	1.3
AGE*						
UNDER 18	38.7	74.5	39.2	38.4	44.5	15.0%
18-34	94.6	136.7	91.1	84.1	82.4	-12.9
35-54	77.6	149.5	111.6	78.5	90.1	16.1
55+	47.6	67.3	66.3	45.2	58.7	23.3
FAMILY INCOME*						
UNDER $20,000	61.8	82.4	54.3	61.1	69.3	12.1%
$20,000-$40,000	107.2	199.4	144.8	85.0	97.5	-9.0
OVER $40,000	89.5	146.2	109.1	99.6	108.9	21.7
CENSUS REGION OF DESTINATION						
NORTHEAST	32.8	58.7	41.6	44.3	39.5	20.4%
SOUTHEAST	67.1	101.6	76.8	54.2	87.5	30.4
GREAT LAKES	35.9	55.8	39.8	26.6	28.2	-21.4
MIDWEST	50.8	81.4	59.2	48.8	42.7	-15.9
WEST	59.4	102.5	64.2	60.1	66.2	11.4

*Adjusted for non-response.
Note: Destination figures do not include travel outside the U.S.
Source: US Travel Data Center's National Travel Survey

1983-89 SEASONAL TRAVEL TRENDS

TRAVEL TRENDS, SPRING 1983 THROUGH 1989

	SPRING 1983	SPRING 1984	SPRING 1985	SPRING 1986	SPRING 1987	SPRING 1988	SPRING 1989	PERCENT CHANGE FROM SPRING 1983
TRIPS (MILLIONS)								
TOTAL	113.1	112.6	125.9	134.5	137.1	146.4	146.1	29.2%
VACATION	59.6	70.5	75.9	79.2	75.5	80.0	82.8	38.9
PLEASURE	76.7	74.3	86.2	93.7	93.2	97.9	99.8	30.1
BUSINESS/CONVENTION	22.1	22.3	26.2	33.3	34.4	39.4	40.0	81.0
WEEKEND	53.4	52.4	50.0	59.3	62.7	65.1	68.9	29.0
AUTO/TRUCK/RV	79.4	80.0	85.5	89.3	94.3	104.2	109.8	38.3
AIR	27.7	27.3	30.3	36.7	35.5	35.1	30.3	9.4
HOTEL/MOTEL	43.9	49.4	55.0	58.9	62.4	69.6	67.8	54.4
PERSON-TRIPS (MILLIONS)								
TOTAL	216.7	206.8	239.9	241.1	252.0	258.5	275.7	27.2%
VACATION	114.7	139.4	153.0	153.9	152.7	157.7	170.1	48.3
PLEASURE	155.2	150.7	174.0	178.2	187.2	186.2	203.1	30.9
BUSINESS/CONVENTION	32.7	27.5	39.4	43.5	47.4	53.4	55.6	70.0
WEEKEND	114.5	105.5	103.0	115.5	129.6	130.4	141.1	23.2
AUTO/TRUCK/RV	166.0	157.6	177.1	172.3	183.3	197.0	216.1	30.2
AIR	41.7	42.6	47.0	55.4	53.8	51.7	51.3	23.0
HOTEL/MOTEL	80.5	84.7	91.9	103.9	112.2	118.3	119.8	48.8
TRAVEL PARTY SIZE (PEOPLE)								
TOTAL	1.92	1.8[illegible]	1.91	1.79	1.84	1.77	1.89	NA
VACATION	1.92	1.98	2.02	1.94	2.02	1.97	2.05	NA
PLEASURE	2.02	2.03	2.02	1.90	2.01	1.90	2.04	NA
BUSINESS/CONVENTION	1.48	1.23	1.50	1.31	1.38	1.36	1.39	NA
WEEKEND	2.14	2.01	2.06	1.95	2.07	2.00	2.05	NA
AUTO/TRUCK/RV	2.09	1.97	2.07	1.93	1.94	1.89	1.97	NA
AIR	1.51	1.56	1.55	1.51	1.52	1.47	1.69	NA
HOTEL/MOTEL	1.83	1.71	1.67	1.76	1.80	1.70	1.77	NA

Source: US Travel Data Center's National Travel Survey

BACKGROUND FACTORS

OVERALL U.S. ECONOMIC INDICATORS
(PERCENT CHANGE FROM PREVIOUS SPRING)

MEASURE	SPRING 1988	SPRING 1989
REAL GNP*	4.9%	3.0%
PAYROLL EMPLOYMENT	3.3	3.2
DISPOSABLE INCOME*	9.5	9.1
PERSONAL OUTLAYS*	7.1	7.2
CONSUMER PRICE INDEX	3.9	5.2

*Available for April through June only
Note: Personal Outlays include personal consumption expenditures; interest paid by consumers to business; and personal transfers to foreigners.
Source: U.S. Department of Commerce, U.S. Department of Labor

TRAVEL PRICE TRENDS
(PERCENT CHANGE FROM PREVIOUS SPRING)

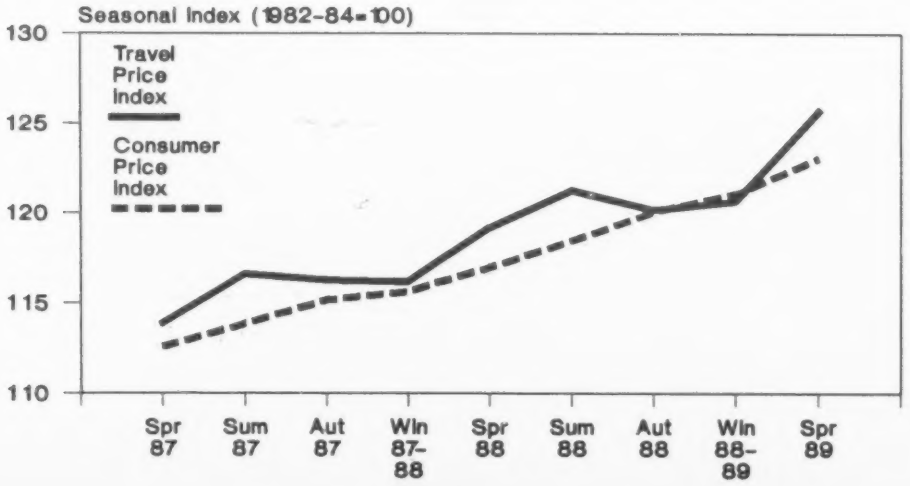
TPI COMPONENT	SPRING 1988	SPRING 1989
ALL TRANSPORTATION	1.1%	10.2%
MOTOR FUEL	1.7	13.5
AIRLINE FARES	0.2	6.0
OTHER INTERCITY TRANSPORTATION	3.6	5.9
INTRACITY PUBLIC TRANSPORTATION	1.9	3.2
ENTERTAINMENT	6.8	6.3
LODGING	7.9	3.9
FOOD AND BEVERAGES AWAY FROM HOME	4.0	4.7
TRAVEL PRICE INDEX	4.6	5.5

Source: US Travel Data Center's Travel Price Index

SEASONAL PRICE INDICES

SEASON	CONSUMER PRICE INDEX*	TRAVEL PRICE INDEX*
SPRING 1987	112.6	113.9
SUMMER 1987	113.9	116.6
AUTUMN 1987	115.2	116.3
WINTER 1987-88	115.7	116.2
SPRING 1988	117.0	119.2
SUMMER 1988	118.5	121.3
AUTUMN 1988	120.1	120.2
WINTER 1988-89	121.1	120.7
SPRING 1989	**123.1**	**125.7**

*(1982-84 = 100)
Source: US Travel Data Center, U.S. Bureau of Labor Statistics



NATIONAL TRAVEL SURVEY METHODOLOGY

The National Travel Survey is conducted monthly by telephone with national probability samples of 1,500 adults (age 18+) representing the total adult civilian, non-institutional population of the contiguous United States. Respondents are asked about all trips of 75 miles or more, one-way, taken during the month preceding the interview. Those trips subsequently calculated to be less than 100 miles one-way straight-line distance are excluded from the estimate of trips. Demographic information is also collected from all 1,500 respondents.

DEFINITIONS

TRIP. Each time one or more persons from a household goes to a place at least 100 miles away from home (one-way) excluding: (1) travel as part of an operation crew on a train, airplane, truck, bus or ship. (2) commuting to a place of work, and (3) student trips to or from school.

PERSON-TRIP. One person on a trip. If one person reported three different trips, his/her travel is counted as three trips and three person-trips. If three persons from a household go together on one trip, their travel is counted as one trip and three person-trips.

PERSON-NIGHT. The number of nights spent by persons on trips. If two persons took a trip that involved being away from home five nights, the travel would be counted as ten person-nights. Day trips (no overnight stay) are not included in person-night figures.

CENSUS REGIONS

NORTHEAST: New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont; Middle Atlantic: New Jersey, New York, Pennsylvania; SOUTHEAST: South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia; East South Central: Alabama, Kentucky, Mississippi, Tennessee; GREAT LAKES: East North Central: Illinois, Indiana, Michigan, Ohio, Wisconsin: MID WEST: West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota; West South Central: Arkansas, Louisiana, Oklahoma, Texas; WEST: Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Wyoming, Utah; Pacific: Washington, Oregon, California; Alaska, Hawaii (as destinations).

SAMPLE CHARACTERISTICS

SPRING 1989: 4,603 interviews completed; 1,432 spring 1989 trips reported.

SAMPLING ERROR

The chart below indicates the approximate statistical variability at the 95% confidence level to be expected from the estimates contained in this report.

Survey Percentages at or Near these Levels

Sample Size	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
100	7	10	11	12	12
500	3	4	5	5	5
700	3	3	4	4	4
1000	2	3	4	4	4
1500	1	2	3	3	3

This **Travel Executive Briefing** is a summary of travel by U.S. residents during March through May 1989. It is supplemented by the **Spring 1989 Travel Market Close-Up**, which offers more detailed trip, person-trip, and demographic data. For further information contact the Survey Research Department at (202) 293-1040.